

FOIA MARKER

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[J.C. Penney Golden Rule Awards Program] [loose]

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JCPenney

January 28, 1993

Eli Segal
Office of National Service
The White House
Washington, DC

Dear Mr. Segal:

Congratulations on your recent appointment to the Office of National Service! I am writing to request your assistance in securing a Presidential Message from President Clinton for the JCPenney Golden Rule Awards Program. The Golden Rule Awards Program is a national volunteer recognition program which honors volunteers across the country with an awards ceremony and contributions to their non-profit organizations. We currently have more than 153 programs in 40 states with plans to expand by 20 additional markets in 1993. In 1992 the Company gave more than 600 local winners, contributions of \$1,000 for their non-profit organizations. In addition, the finalists in these communities received \$250. contributions.

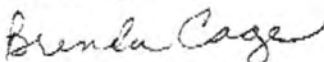
Annually, this program receives more than 10,000 nominations and continues to grow each year. For the past three years, we have received a Presidential Message from the White House, directed toward all the volunteers who were nominated for this award throughout the country. An original message from the President was sent to us and we in turn had 10,000 originals printed to be presented during an awards presentation held in honor of the volunteer winners, finalists and also mailed to all volunteers who were nominated. (See attached sample)

Enclosed is a brochure giving more background information for your review. These volunteers are so honored when they receive recognition from the President of the United States. We hope you will continue to provide us with this important recognition from President Clinton, in an effort to encourage volunteers throughout the country.

Due to the election year we are behind in our annual request by one month and would really appreciate any help you can give us in receiving the Presidential message in the next week or so.

If you have any questions or need any additional information, please don't hesitate to give me a call at (214) 431-1319.

Sincerely,



Brenda Cage
Field Programs Coordinator

THE WHITE HOUSE

WASHINGTON

January 10, 1992

Dear Friends:

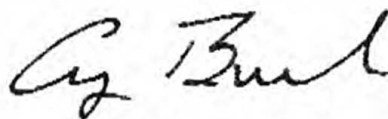
I am delighted to send warm congratulations as your friends and neighbors gather to recognize you for your contributions to your community.

As I have often said, from now on in America, any definition of a successful life must include service to others. You exemplify many of our Nation's most cherished traditions -- duty, sacrifice, and a patriotism that finds its expression in taking part and pitching in -- and yours is truly a success story.

Voluntary, person-to-person service must be part of any solution to America's social problems. Through your efforts, you have made a difference in the lives of others. I commend you for claiming society's concerns as your own.

Barbara joins me in wishing you continuing success and every future happiness. God bless you.

Sincerely,



Volunteers of the
J.C. Penney Company, Inc.
Golden Rule Award Program

JCPenney
GOLDEN RULE
AWARD

Since neighbors pitched in to raise a barn on the frontier prairie, volunteers have been the lifeblood of American communities. And in our yearnings now for better education and a healthier environment, in our battles against disease and poverty, in countless causes across our country, volunteers are still stepping forward.

JCPenney created the Golden Rule Award program to recognize these special people and encourage their work. The program publicly acknowledges the efforts of local volunteers and organizations that work tirelessly, without pay, to improve the quality of life in their communities.

Nominated by their peers, winners are selected by civic leaders in their own communities. Each winner receives a bronze award sculpture by New York artist Greg Wyatt and a \$1,000 contribution to his or her non-profit organization. A special youth award for volunteers 18 years and younger is aimed at encouraging the next generation of volunteers.

The Golden Rule Award program is based on the long standing tradition of community commitment that began with the Company's founder, James Cash Penney. In 1902, Mr. Penney opened his first store in Kemmerer, Wyoming, and named it "The Golden Rule."

Later he wrote, "We told our store managers that unless they knew their communities and unless they were prepared to enter sympathetically into community life, they could not make a success of their stores. Our conception of partnership was a partnership between every store and its community."

The Golden Rule Award program, which was established in 1982, continues and reaffirms the JCPenney community-service tradition by focusing on local volunteers and non-profit organizations.

At the local level, the Golden Rule Award program is often conducted in partnership with a community Volunteer Center. In some cases, JCPenney joins with the United Way or another community-service agency to implement the program.

The National Golden Rule Award

To focus greater attention on volunteering nationally, JCPenney annually presents the National Golden Rule Awards. From hundreds of community winners, a panel of distinguished social-service leaders selects a national winner and one finalist in each of three categories.

Adult Individual Category

This category is for individual volunteers 19 years of age or older. The adult individual winner receives a specially commissioned National Golden Rule Award and a \$10,000 contribution for the non-profit organization he or she serves. The finalist receives a commemorative medal and a \$5,000 contribution to the non-profit organization he or she serves.

Group Category

This category is for a group of volunteers (two or more), either informal or organized non-profit. The group winner receives a specially commissioned National Golden Rule Award and \$10,000 for the non-profit organization with which the group is affiliated. The finalist group receives a commemorative medal and a \$5,000 contribution to its non-profit organization.

Youth Individual Category

This category is for individuals who are 18 years of age or younger (when nominated for a local Golden Rule Award). The national youth winner receives a specially commissioned Golden Rule Award, \$5,000 for his or her non-profit organization, and a \$5,000 scholarship for any post secondary education. The youth finalist receives a commemorative medal, \$2,500 contribution to the organization he or she serves, and a \$2,500 scholarship.

For further information about the Golden Rule Award, contact
JCPenney
Field Public Affairs - 4008
P.O. Box 659000
Dallas, TX 75265-9000
Telephone (214) 531-1319



January 28, 1993

Eli Segal
Office of National Service
The White House
Washington, DC

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Sincerely,

A handwritten signature in cursive script that reads "Brenda Cage".

Brenda Cage
Field Programs Coordinator

Clinton Presidential Records Digital Records Marker

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JCPenney

GOLDEN RULE AWARD



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Evening Sun

BALTIMORE, WEDNESDAY

1990

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THE SUN

J. C. PENNEY HONORS VO



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